

Amendments to the Claims:

1.-10. (canceled)

11. (currently amended) A printing press, comprising:

a print unit;

a drive unit assigned to the print unit;

a control unit for regulating the drive unit; and

a print mark measuring device and/or register mark measuring device and/or a register measuring device including a camera configured to capture-record or pick up image data of a print mark of a paper track, wherein

the print mark measuring device and/or the register mark measuring device and/or the register measuring device comprises an evaluation unit and are directly connected to the control unit to transmit a signal of the print mark~~the image data~~ to the control unit;

wherein a correction factor is ~~determined~~calculated by the control unit based on the ~~image data~~ print mark signal to regulate the movement of the drive unit and improve a print image of the park mark.

12. (previously presented) The printing press in accordance with claim 11, wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are connected by a means for signal transmission to the control unit.

13.-17. (canceled)

18. (previously presented) The printing press in accordance with claim 11, wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are connected to the control unit by a field bus system or a serial link.

19.-21 (canceled)

22. (previously presented) The printing press in accordance with claim 12, wherein a field bus system or a serial link is provided as means for signal transmission.

23. (previously presented) The printing press in accordance with claim 11, wherein the control unit has a master functionality with regard to further drive units or with regard to further control units.

24.-28 (canceled)

29. (currently amended) A method for operation of a printing press, comprising:

providing a print unit;

providing a drive unit assigned to the print unit;

providing a control unit for regulating the drive unit;

providing a print mark measuring device and/or register mark measuring device and/or a register measuring device that comprises ~~an evaluation unit~~ a camera, to record or pick up capture image data of a print mark of a paper track, wherein

the print mark measuring device and/or the register mark measuring device and/or the register measuring device comprises an evaluation unit ~~are directly connected to the control unit to transmit the image data to the control unit~~; and

transmitting a print mark signal and/or the register mark signal including ~~the image data of the print mark~~ from the print mark measuring device and/or the register mark measuring device to the control unit, or

transmitting a register measuring signal from the register measuring device to the control unit;

wherein a correction factor for regulating the movement of at least one drive unit is ~~calculated~~ determined by the control unit based on the print mark signal to regulate the movement of the drive unit to improve a print image of the print mark. ~~from the print mark signal or from the register mark signal or from the register measuring signal.~~

30. (cancelled)

31. (currently amended) A printing press, comprising:

a print unit;

a drive unit assigned to the print unit, wherein the drive unit comprises a motor, a power converter and an integrated control unit for regulating the drive unit, and the control unit comprises an integrated evaluation unit; and

a print mark measuring device and/or register mark measuring device and/or a register measuring device including a camera configured to record or pick up ~~capture image data of a print mark of a paper track~~, wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are directly connected to the control unit to transmit ~~the image data~~ a signal of the print mark to the control unit;

wherein a correction factor is calculated by the control unit ~~based on the image data~~ based on the print mark signal to regulate the movement of the drive unit;

and wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are connected to the control unit by a field bus system or a serial link.

32 - 33. (cancelled)

34. (previously presented) The printing press in accordance with claim 31, wherein the control unit has a master functionality with regard to further drive units or with regard to further control units.